

Application No. 09/607,839  
Amendment "C" dated November 4, 2004  
Reply to Office Action mailed September 2, 2004

### **AMENDMENTS TO THE CLAIMS**

The listing of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims:**

1. (Previously Presented) In a server included in a network that also includes a client associated with specified attributes, a method of using a decision engine to create a document for use by the client, the document being customized according to the specified attributes associated with the client, the method comprising the acts of:

receiving a request for a document at a server application, the server application being configured to generate the document from a script;

the server application generating a request for a decision engine, which is separate from the server application, to select content for the document based on at least one attribute of the client, and without specifying either the at least one attribute of the client or how the selection of content is to be made;

the server application receiving from the decision engine an identification of the content that has been selected by the decision engine;

the server application creating the document and incorporating into the document the content that has been selected by the decision engine; and

transmitting the document to the client.

2. (Original) A method as recited in claim 1, wherein the act of receiving the identification of the content comprises the act of receiving additional script that, when executed, results in the content being incorporated into the document.

3. (Original) A method as recited in claim 2, further comprising the act of assembling the script at runtime by concatenating said portion of script and said additional script.

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4. (Original) A method as recited in claim 1, wherein:

the act of processing code associated with the script is performed by a server application operating at the server; and

requesting the decision engine to select content for the document based on attributes of the client is conducted without the server application communicating to the decision engine a value of said at least one attribute of the client.

5. (Original) A method as recited in claim 4, wherein requesting the decision engine to select content for the document based on attributes of the client is further conducted without the server application communicating to the decision engine criteria by which the decision engine is to select the content.

6. (Original) A method as recited in claim 1, wherein the document is a Web page.

7. (Original) A method as recited in claim 6, wherein the content comprises at least one of text and an image that are determined to be appropriate for the client.

8. (Original) A method as recited in claim 6, wherein the content comprises formatting that is determined to be appropriate for the client.

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9. (Previously Presented) In a server included in a network that also includes a client associated with specified attributes, a method of creating a document for use by the client, the document being customized according to the specified attributes associated with the client, the method comprising the acts of:

assembling a script at a server application, the script including instructions for creating a document, wherein assembling the script includes:

only upon processing a first portion of a script associated with the document, issuing to a decision engine, that is separate from the server application, a request for the decision engine to select a second portion of the script, wherein the selection of the second portion is based on at least one client attribute that is identified by the decision engine and that is not included with the request or script ; and

the server application receiving from the decision engine the requested second portion of the script and concatenating the first portion of the script and the second portion of the script; and

executing the first portion of the script and the second portion of the script so as to create the document.

10. (Original) A method as recited in claim 9, wherein the act of executing the first portion of the script and the second portion of the script so as to create the document further comprises the act of continuing to receive nested portions of script from the decision engine, including:

upon processing the second portion of the script, issuing to the decision engine a request for the decision engine to select a third portion of the script based on at least one of the specified attributes without the script identifying said at least one specified attribute; and

receiving from the decision engine the requested third portion of the script and concatenating the third portion of the script and the second portion of the script and the first portion of the script.

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11. (Original) A method as recited in claim 9, wherein the act of processing the first portion of the script and the second portion of the script comprises the act of receiving content selected by the decision engine to be appropriate for the client based on the at least one attribute of the client.

12. (Original) A method as recited in claim 9, further comprising the act of receiving a request from the client for the document.

13. (Original) A method as recited in claim 12, further comprising the act of transmitting the created document to the client.

14. (Original) A method as recited in claim 9, further comprising the act of the decision engine selecting the second portion of the script, including:

identifying, independently of a server application that executes the script, decision criteria that are to be used by the decision engine to select the second portion; and

identifying, independently of the server application, the at least one attribute of the client that is to be used by the decision engine to select the second portion.

15. (Original) A method as recited in claim 14, wherein the act of the decision engine selecting the second portion of the script further includes applying the decision criteria to the at least one attribute to select said second portion of script from among a plurality of portions of script.

16. - 26. (Cancelled)

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27. (Previously Presented) A computer program product for implementing, in a server included in a network that also includes a client associated with specified attributes, a method of creating a document for use by the client, the document being customized according to the specified attributes associated with the client, the computer program product comprising:

a computer-readable medium carrying computer-executable instructions for performing the method, the method comprising the acts of:

assembling a script at a server application, the script including instructions for creating a document, wherein assembling the script includes:

only upon processing a first portion of a script associated with the document, issuing to a decision engine, that is separate from the server application, a request for the decision engine to select a second portion of the script, wherein the selection of the second portion is based on at least one client attribute that is identified by the decision engine and that is not included with the request or script ; and

the server application receiving from the decision engine the requested second portion of the script and concatenating the first portion of the script and the second portion of the script; and

executing the first portion of the script and the second portion of the script so as to create the document.

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28. (Original) A computer program product as recited in claim 27, wherein the act of assembling the script further comprises the act of continuing to receive nested portions of script from the decision engine, including:

upon processing code included in the second portion of the script, issuing to the decision engine a request for the decision engine to select a third portion of the script based on at least one of the specified attributes without the script identifying said at least one specified attribute; and

receiving from the decision engine the requested third portion of the script and concatenating the third portion of the script and the second portion of the script and the first portion of the script.

29. (Original) A computer program product as recited in claim 27, wherein the act of receiving from the decision engine the requested second portion of the script comprises the act of receiving content selected by the decision engine to be appropriate for the client based on the at least one attribute of the client.

30. (Original) A computer program product as recited in claim 27, wherein the method further comprises the act of receiving a request from the client for the document.

31. (Original) A computer program product as recited in claim 30, wherein the method further comprises the act of transmitting the created document to the client.

32. (Original) A computer program product as recited in claim 27, wherein the method further comprises the act of the decision engine selecting the second portion of the script, including:

identifying, independently of a server application that executes the script, decision criteria that are to be used by the decision engine to select the second portion; and

identifying, independently of the server application, the at least one attribute of the client that is to be used by the decision engine to select the second portion.

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33. (Original) A computer program product as recited in claim 32, wherein the act of the decision engine selecting the second portion of the script further includes applying the decision criteria to the at least one attribute to select said second portion of script from among a plurality of portions of script.

34. (New) A method as recited in claim 1, wherein the decision engine includes decision criteria for identifying the content and wherein the server application is configured without the decision criteria that are used to identify the content.

35. (New) A method as recited in claim 1, wherein changes can be made to the decision criteria without altering code of the server application.